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EXTENSION SERVICE

REVIEW

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MAY 8 - 1964

CURRENT SERIAL RECORDS

10 YEARS
OF
COOPERATIVE
EXTENSION



The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

LLOYD H. DAVIS, *Administrator*
Federal Extension Service

Prepared in
Division of Information
Federal Extension Service, USDA
Washington, D. C. 20250

Division Director: *Elmer B. Winner*
Editor: *Walter A. Lloyd*
Assistant Editor: *Carolyn Yates*

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EXTENSION SERVICE

REVIEW

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EDITORIAL



Speaking in 1939 on "Twenty-five Years of Extension Work Under the Act of May 8, 1914," the late Dr. C. W. Warburton said:

"Twenty-five years is a pinpoint on the horizon of time, and yet the Extension Service, to which you men and women are bound by duty and high purpose to aid the rural life of America, may rightfully assert that in a quarter of a century it has accomplished far more for the public welfare than was ever dreamed by its sponsors."

Substitute 50 years for 25. I think his statement still holds true. These quotes from Dr. Warburton's 1939 remarks also have a timely ring:

"The Extension Service has met the changing trends and emergencies . . ."

"We must never lose sight of the fundamental that the Cooperative Extension Service must continue to be truly cooperative—a welding of the Federal, State, and county governments and of the rural people."

(Dr. Warburton for many years headed Extension work in the U.S. Department of Agriculture.)—WAL

Right, a 1914 home agent starts out for a meeting, visual aids tied to the car. Below, club members demonstrating the proper kinds of shoes.



by JEAN BRAND, GEORGE ENFIELD,
and RALPH GROENING
Federal Extension Service

50 Years—and More—of Extension

IN A lamplighted country schoolhouse set on a mid-western prairie, a gathering of farmers and their wives listened attentively, a young professor from the State agricultural college was lecturing on the newest seed grain varieties.

This audience had raised money, petitioned the college, hauled wood for the potbellied stove. Now they were winding up their 3-day "farmers' institute." Most had traveled many miles each day to hear the latest scientific information from experts on farming and homemaking. The women had brought a basket dinner to add sociability to learning. Ahead was a long ride home in buckboard or sleigh, with sleepy children bundled in quilts. But these farm families were well satisfied that their "institute" was worth all the effort.

The scene was repeated in thousands of meeting places across the Nation, from the 1870's into the 20th century. In 1899, 47 States held such institutes, and half a million farmers attended them. The basic extension idea had been born of need. Only the format has changed.

Officially, it's the signing of the Smith-Lever Act on May 8, 1914, that we're celebrating with this golden anniversary. But by the time Senator Hoke Smith and Congressman Asbury F. Lever gave their names to the law that founded Cooperative Extension, rural Americans already had had some 40 years of learning through extension teaching.

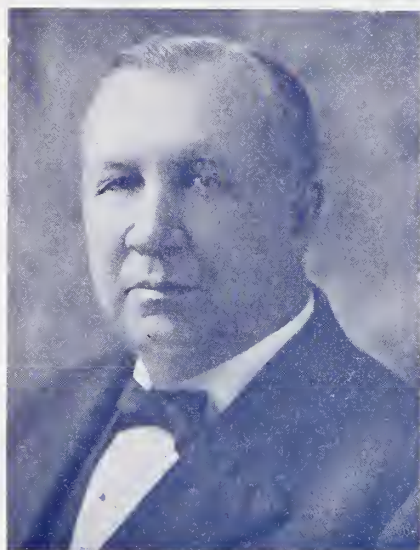
1903-1914—An Idea Grows

This three-way Federal-State-local partnership of ours got going in different ways in different parts of the country. The agricultural colleges were independently undertaking field demonstrations, lectures, traveling libraries, boys' and girls' clubs, in addition to the institutes. In the early 1900's the colleges were appointing



some of their outstanding professors of agriculture as the first superintendents of extension work: Fred Rankin of Kansas, in 1902; A. B. Graham, the great force behind 4-H, appointed in Ohio in 1905; P. G. Holden at Iowa in 1906; George Christie at Purdue in 1907; and others.

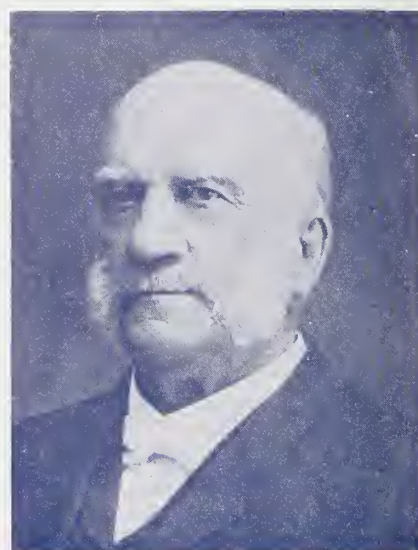
About the same time, USDA was responding to the need for extension. Dr. Seaman A. Knapp, representing the Bureau of Plant Industry in the South, began his greatest work at the age of 70. Today, the old Porter farm near Terrell, Texas, is marked as the place where "the first farm demonstration was established" in 1903. There, Knapp persuaded practical-minded Walter Porter to devote part of his land to an experiment. It convinced the neighbors of the advantages of scientific agronomy in the face of a boll weevil invasion.



Hoke Smith



A. F. Lever



Seaman A. Knapp

The same year, in Iowa, Professor Perry Holden was helping Sioux County farmers plan demonstration plots supported by county tax money. In 1904, some 20 USDA agents toured Texas, Louisiana, and Arkansas, enrolling 7,000 farms for demonstrations.

Soon, occasional meetings weren't enough. Farmers wanted their own "live-in" county agent. Smith County, Texas, got the first one—W. C. Stallings—on November 12, 1906. The same day in Alabama, T. M. Campbell of Tuskegee Institute was appointed farm agent.

As the pattern worked out, in the South the agents were usually Federal employees appointed on the advice of local businessmen and farmers. In the North and West, "farm bureaus" grew up, sponsored by local chambers of commerce and businesses. They hired county agents with the help of the colleges and USDA.

The Smith-Lever Act gave a new name to Seaman Knapp's "Farmers' Cooperative Demonstration Work," assured it support, and made it National in scope. When Cooperative Extension took shape, Knapp's office was merged with W. J. Spillman's Office of Farm Management that had been doing demonstration work in the North.

Still there were some farmers skeptical of this new breed of agricultural missionaries who brought knowledge from laboratories and college test plots. One avenue to parents was through their children. Boys' corn clubs and girls' canning clubs, which brought lessons home to the whole family, expanded into the 4-H program. The years 1913-14 saw the beginning of extension work with homemakers, broadening the vision of farm women while they learned practical lessons in cooking, sewing, and sanitation.

World War I

Wartime county agents worked with farmers and

home gardeners to raise more food; 4-H'ers shifted their energy into growing food; and home demonstration agents taught housewives to preserve more. Volunteer local leaders proved their worth at this time.

Through the 1920's, agents stressed better seed, irrigation, disease control. They helped farmers organize co-ops. Dedicated generalists, they navigated dirt roads in Model-T's, rode mules, walked, to reach farmers who needed them. They could be seen carrying chickenhouse models, blueprints, and feed formulas from meeting to meeting, urging farmers to greater production.

The Depression

But with recovery from the war, foreign markets all but vanished, and our geared-up agricultural machine felt surpluses and lower prices. Depression swept the country.

To aid in this economic crisis, Congress passed laws to control production, for crop insurance, soil conservation, food stamp plans, school lunches, farm credit, crop storage, rural electrification. It was the county Extension agent who usually set up the machinery to help elected committees organize these programs locally.

As one old Extension hand said, "We've nurtured a lot of babies . . ." Many of these programs grew into full-fledged government agencies. Extension workers now serve on many of these agency committees, help interpret their policies to Extension's audiences.

There were also down-to-earth self-help programs like the one where families, taught by home agents, gathered in community workshops to make their own mattresses from government surplus cotton.

World War II—1941-1945

Extension workers served a second time with distinction, helping farmers and city "victory gardeners"



The 1918 club at Malden, Massachusetts, marches to the club garden. Left, an Indiana 4-H girl of the 1920's.

increase the food supply. County agents conducted a farm-by-farm campaign to get farmers to sign up for production goals, urging them to plant idle land. Congress set up a farm labor program, put Extension in charge. Home agents aided the work of the Women's Land Army as town and city women joined up as "farmerettes" to harvest fruits and vegetables. Young people served as Victory Farm Volunteers during vacations, and Extension helped train them. We campaigned to get farmers to repair farm machinery themselves, and to collect scrap iron for salvage.

The 1950's On—Expansion

The fifties were a period of adjustment for Cooperative Extension. Wider audiences had to be reached, farm-city relationships strengthened. Programs were expanded to include more attention to the changing rural community, broader training for youth, more thought for farm policy issues and marketing. At the same time, agents increased the use of the farm and home development approach to help individual families meet change. Rural Development, designed in the mid-fifties to attack rural poverty, called for Extension leadership.

New fields for Extension's future were outlined in the 1958 Scope Report.

Marketing, distribution, and utilization took on more importance. Processors and city consumers became new Extension audiences. We taught foreign governments how to set up extension-type programs. IFYE's brought home new ideas. Now there's RAD. Civil Defense. Low-income families. And more intensive work with commercial family farmers.

Cooperative Extension has had an exciting history—full of unsung heroes and heroines as well as the famed. Their sound experience paved the way, so that we are better equipped to help future Americans who express a need to learn. Extension work is always changing, and change is what we hope to create. ■



Left, staff members check bulletin supply in supermarket display featuring locally-grown fruit. Below, residents in housing development receive homemaking information from Onondaga home demonstration agents.



Farm and Urban Homemakers No Longer Go Separate Ways

by RHODA MEKEEL, Onondaga County Home Demonstration Agent, Syracuse, New York

FOR OVER 40 years, Onondaga County in Upstate New York supported two separate home economics programs—one for farm women and another for the women of Syracuse. This is no longer necessary, thanks to changes that have taken place in the county's economy and way of life over the past decade.

Farming is still important, but the number of farms has decreased. Totally rural communities are fast being absorbed by the growing suburban fringe around the city. As city families have moved to the suburbs and rural families have become urbanized in their thinking and way of life, the two groups have melded.

Where a homemaker lives in Onondaga County today has much less effect on the kinds of information she needs than do her stage of life, education, and income.

There is no longer any significant difference between the problems faced by urban and rural families and communities. School concerns—new buildings, curriculum, and teachers salaries—are being scrutinized and presented to local residents for decisions everywhere. Increased use of mass media is fostering a growing awareness of scientific advancement as well as of new products—food, cosmetics, drugs, fabrics, and equipment—with all the attendant pressures to buy, including “buy

now and pay later.” There are more goods and services available to the consumer than ever before. To have more things, large numbers of women now work full- or part-time outside the home.

In their efforts to meet the demands of a changing world intelligently and effectively, all families—rural, farm, urban, suburban—can be helped by home economics and its practical interpretation for daily living.

To equip themselves to appraise and handle problems in family and community life, homemakers must develop the background for making wise decisions when many choices are presented. They must be able to help their families establish intelligent, worthwhile values in the areas of health, comfort, beauty, love, and safety; to establish appropriate goals; and to direct the family resources—time, energy, money, ability—toward attaining them.

Good family living, doesn't just happen. Someone, usually the mother, must be equipped to help it along.

No matter how sound the program, in a metropolitan area such as ours, we cannot hope to reach very many homemakers on an individual basis alone. We must work with the mass media and through organizations, local leaders, and professional people.

At the beginning of the year when we wanted to help families inventory and organize their important papers—pertaining to insurance, property, finances, personal records—so that they could be easily and quickly located when needed, we chose television as the way of doing it. We presented a program and offered a leaflet. As a result we received 120 requests for the leaflet *Know Your Valuable Papers* and there were indications that many more had benefited from the program.

Television has been a regular part of our Extension program for the past 10 years. Agricultural, 4-H, and home demonstration agents working within a 5-county listening area in and around Syracuse cooperate in broadcasting a daily 8-minute educational program.

This has been an effective medium for reaching all types of audiences with consumer information, reports of new research in home economics and agriculture, and for developing better public understanding of the local Extension Service program.

Nutrition film

To help combat the confusion produced by exaggerated claims and half-truths concerning nutrition being circulated through every communication medium, the Onondaga County Extension Service stepped in with a 20-minute color film *Nutrition Sense and Nonsense*, developed at Cornell University. The film discusses the confusing nutritional advice which is overwhelming today's consumer; presents some guides for protection against the persuasive advocates of nutrition nonsense; and indicates where reliable information can be found. It makes a strong plea for the importance of good food

habits and wholesome attitudes about food and eating—that, is for nutrition sense.

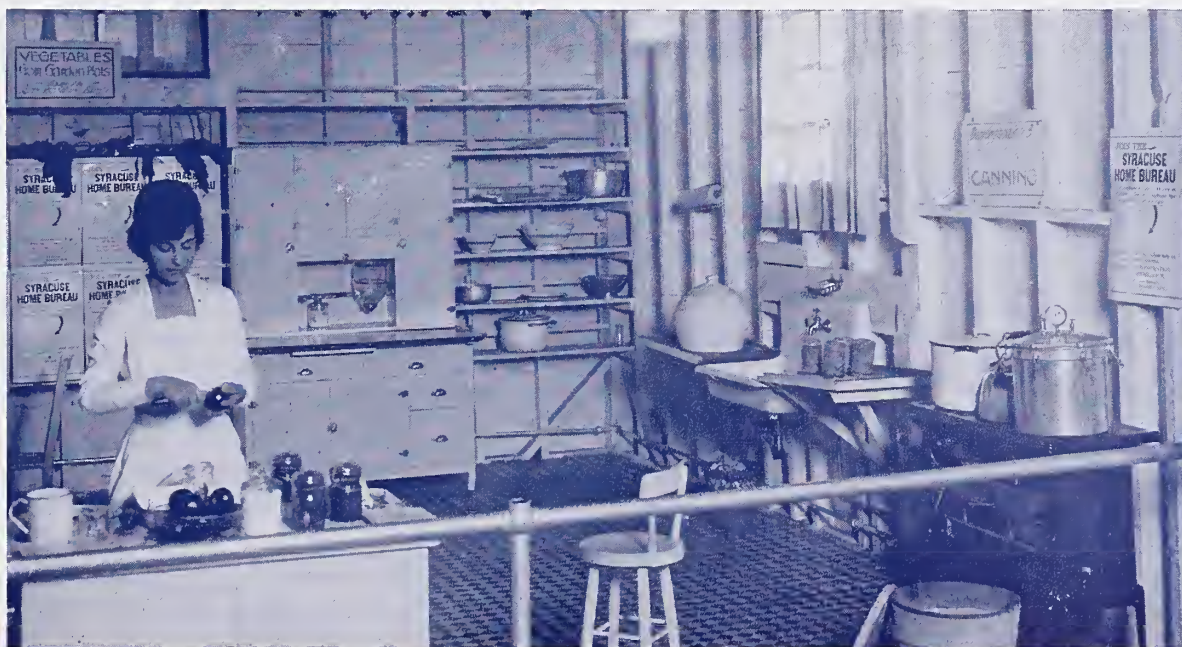
Nutrition Sense and Nonsense, was used in several ways. After a preview, local home economists in the schools, the university, and the utility company borrowed the film for use with their groups. It was shown as part of a nutrition program presented by the home demonstration agents for community organizations, including Extension units, Parent-Teacher Associations, food service workers, hospital dietitians, men's and women's service clubs, and low-income families. Altogether, it has been seen by some 900 county residents and, we hope, has helped them to become more intelligently skeptical about some of the nutrition information they receive.

Problems of women at work

Women make up about a third of the total working population in the greater Syracuse area. Other women are considering going to work but some of them are uncertain about what is best to do. Is it right to take a full-time or even a part-time job away from home? What effect will working away from home have on the family? How much additional income will there really be after expenses?

To help women understand some of the problems involving finances, management, and family relationships that develop when they take on the dual role of career-homemaker, the Extension Service offered a two-day leader training meeting called *Can Wives Afford to Work?* Twenty group leaders participated and later held discussions in their own neighborhoods with some

The Thrift Kitchen program of World War I was the opening wedge to urban extension work in Syracuse.





A homemaker group learns food preparation techniques.

300 women taking part. The information was extended even further as many of the informational leaflets giving facts concerning working women found their way into the hands of women outside of the groups.

Women no longer can be—nor, do they want to be—pampered and protected from the affairs of the world. They represent over 50 percent of all adults and play an important role in determining public policy. Therefore, they participated, along with the men, in *Operation Advance*—an Extension-sponsored Statewide educational program in public affairs.

The objective of *Operation Advance* was education in public affairs and not consensus. Everyone in a group was not expected to agree. The purpose of discussion was to help each individual develop and refine his own judgment. Some 350 persons participated in *Operation Advance*. The result was greater interest and individual participation in public affairs.

Relocated families

When slums were cleared and new housing units constructed as a result of an extensive urban renewal project in Syracuse, the Home Demonstration Department was asked to cooperate in developing a program to help relocated low-income families improve their housekeeping practices and living standards. One of the housing units was used by Extension home economists as an information center. It was staffed for 2 hours, 3 days a week, over a 10-week period. Visitors to the center were given information on care of their new homes including how to improve storage, how to care for the house—floors, walls, equipment—kinds of fabric to purchase for curtains, arrangement of study areas for the children. It was not easy to work with these people. We had to bridge a cultural gap and build their confidence in us. Accomplishments came slowly but the experience was gratifying. About 25 families were helped.

Contact with low-income families did not end here. We continue to cooperate with the County Welfare Department in distributing information on the use of surplus foods; and with social workers by giving information on food, budgeting, storage, and child care.

In the city as well as in the rural and suburban communities, much of the social activity centers around the churches, Granges, and other public meeting places where it has become common practice to serve food to

groups of people. One of our program objectives has been to develop the ability of community workers to recognize and use convenient, safe methods for quantity food preparation and dining room service including sanitary food handling and dishwashing.

A fast-growing suburban community with many local organizations was chosen as the area in which to concentrate this past year's training in *Community Meal Planning and Service*. This was done through a 4-day series of meetings.

Women who work on church suppers usually help with meals served by other organizations in the community such as Granges, PTA's, firemen's auxiliaries, lodges, and the like. For this reason, recruitment of participants was done through the churches. Because most of the 19 women enrolled represented other organizations in addition to their churches, the course effected a chain reaction. Requests continue to come into our office for bulletins introduced at these meetings.

In an effort to reach food shoppers with buying information, a food marketing program was carried out in two Syracuse supermarkets. One of the markets was relatively new and catered to the middle to upper income customers. The other was an older market where the majority of the customers came from low-income areas. Five different leaflets (*Local Strawberries Are Here, Fruits From Nearby Farms, It's Broiler Time, Selecting Beef, It's Sweet Corn Time*) were placed in these stores, one at a time. During the 8-week period, 3,384 leaflets were taken, the largest number being from the market serving the lower-income group. This was an urban group with which we have had little contact and we hope that it has opened the way to further work.

Law for homemakers

The more we know about law, the better able we are to make wise decisions in handling family business matters. This was the thinking of the program committee when they introduced a project on *Law for Homemakers*, in the home demonstration program.

Three qualified lawyers conducted a one-day training session for 87 group leaders. Topics discussed were: Wills, contracts, and accidents. A detailed outline on each subject was given to every leader to help her teach the project to her group. The aim of the project was not to solve legal problems but to help homemakers understand some of the basic principles of law; and to recognize more clearly some of the legal problems involved in carrying on ordinary family business.

Leaders' reports indicated that this was a popular and a useful subject. Approximately 1,700 persons participated.

It is interesting and challenging to work in a metropolitan area such as Onondaga County where urban, rural, and suburban families intermingle and share so many of the same interests and problems. New programs and new approaches are continually introduced in order to meet current needs. In some instances audiences have been small but we are growing and learning. Working with and through a wide variety of community leaders and communication media seems to be a key to Extension program success. ■

Duplin County Farmers Now Compete In National Markets

by TOM BYRD, Associate Extension Editor, North Carolina



Community leader and farmer George Cowan looks over a couple of young broilers.

DUPLIN COUNTY, NORTH CAROLINA now stands in the mainstream of American agriculture. Her farmers have outgrown Southern yardsticks for efficiency which doubled as crutches for so long. They can now compete in National markets, and they know it.

Duplin's eggs are found on the breakfast tables of Philadelphia; her broilers in the restaurants of New York. Her fruits and vegetables are shipped across the Nation; cigarettes from her tobacco are smoked around the world.

Gone are the days—20 years ago—when a two-horse wagonload (20 bushels) of corn per acre was considered a good crop. Her farmers averaged 90 bushels per acre last year; individuals made up to 180.

Duplin has poultrymen who have produced a pound of broiler with 2.1 pounds of feed and averaged 270 eggs per year from their layers.

"We have come out of hiding," is the way dairyman Melvin Cording put it. "At one time," he added, "we never held National records in the South." Those days are gone, as evidenced by the National honors won by Cording's Jersey herd.

But always there had to be a venturing forth; a willingness to test the waters of the mainstream and be measured by the National yardstick.

Take the time Duplin farmers broke into the National egg market. They held two trumps: a willingness to produce quality eggs and an Extension agent with an egg marketing contact in Norfolk, Virginia.

The contact said, "We'll try your eggs, but they have got to be good." They were good. And it wasn't long before National buyers were in Duplin looking for eggs.

There are two egg-buying stations in Duplin now. Farm egg sales last year reached \$3.5 million

Duplin farmers like sailing in the mainstream. How else could they have doubled their farm income in the

past 7 years? Or how else could they have broken their dependency on one income source—tobacco?

Duplin farm income in 1957 was \$26 million. Last year, it was \$55 million, neatly balanced between crops and livestock.

How have Duplin farmers done it? Or perhaps one should say, "How are Duplin farmers doing it?"

The soil is the same as it was when their Scotch-Irish ancestors entered the area 250 years ago. The climate has not changed appreciably.

The story of Duplin is the story of a motivated people who have learned to blend their labors and resources with scientific know-how. Or as dairyman Cording put it, "The people of Duplin have acquired the know-how needed to go with their soil and climate."

That know-how, Cording is quick to add, has come from one primary source: the Agricultural Extension Service. For more than 40 years, Extension agents have planted new ideas in Duplin.

Some Extension ideas took root; some didn't. But each idea that broke the crust of tradition made it easier for those which followed. Success, as the adage goes, begot success.

Dairyman Cording again: "Extension agents in the beginning had to talk about what was being done at Beltsville and such places. Now, we have people in our own county to whom we can point."

It makes a difference.

Along with the promise held out by Extension were the bleak prospects of remaining in the backwaters. Grandpa's methods, as cherished as they might have been, did not offer satisfactory answers to today's economic realities.

Extension teaching techniques had to change, too. An example is the community development club idea which Extension helped foster in the mid-fifties.



This poultry processing plant has provided jobs for Duplin County residents no longer needed on the farm.

"Without a doubt," says Extension Chairman V. H. Reynolds, "these clubs (about 25) have done more to promote agricultural progress in Duplin County than any other single force."

"Community development clubs," Reynolds says, "provide motivation for change, and they cause new ideas to spread like wildfire."

Three years ago in the Pleasant Grove Community, leaders decided corn yields were too low. Prizes were set for those making 100 bushels on a contest acre.

The first year three farmers made it. Last year the entire Pleasant Grove Community averaged 100 bushels of corn.

Extension Chairman Reynolds is quick to point out, of course, that it all didn't happen so easily. In between these two yields were a "lot of leg work and complete disregard for the 40-hour week."

There were Extension corn variety demonstrations and Extension fertilizer demonstrations in the Pleasant Grove Community. There was a soil test drive. And there were meetings on such things as seeding, cultivating, and controlling weeds in corn.

But the ground for new information was fertile. People were motivated. Neighbor was willing to help neighbor. No wonder everybody won.

Success is heady stuff. It breeds confidence and prompts men such as the leader in another organized community, George Cowan, to say, "We can do anything

in Cedar Fork that can be done in any rural community."

No one would have said that in Cedar Fork 8 years ago. Back then community development was in its infancy. Cedar Fork leaders were casting around for their first income project.

They decided, cautiously, to try broilers. Extension agents had recommended them, but there were many doubters. A community leader built a broiler house, put in 4,000 birds and kept careful records. The community debated the results.

Now there are chickens all over the place, about 2 million of them in the area last year in fact. And they are conducting tests of various sorts, too. The community motto seems to be "Gather new ideas; test them locally; adopt them if practical."

Income projects have priority in the community development clubs of Duplin County. But some attention is given to all phases of family life.

A community meeting on tobacco production, for example, might be followed by a meeting on pruning shrubs, planning a new home, remodeling an old home, installing running water, or growing a family garden.

Some community development clubs have absorbed home demonstration clubs; others have given birth to home demonstration clubs. Extension home economists win either way.

Aggressive home demonstration clubs have become a Duplin trademark and continue to be an effective channel for disseminating Extension information.

The women of Duplin organized their first home demonstration club in 1914, 4 years before county commissioners appropriated a few hundred dollars to employ a home economics agent. The idea, they said, came from a farm magazine.

One of the first presidents of the North Carolina Organization of Home Demonstration Clubs was a Duplin woman—Mrs. Hubert Boney and one of the most recent presidents was also a Duplin woman—Mrs. David Williams. This illustrates the county's unbroken leadership in home economics education.

Next to community development, Extension Chairman Reynolds says that farmer-businessman cooperation has contributed most to Duplin's agricultural progress, a cooperation carefully nurtured by Extension.

Duplin County is located in the southeastern Coastal Plain of North Carolina, 50 miles from the Atlantic Ocean. The county has 40,000 people, a few small towns, and only one industry—a textile mill—not geared directly to its agricultural economy.

Says Reynolds: "Business people realize that we are an agricultural county. They are willing to spend money on agricultural programs. They attend farm meetings."

Back in 1961, Duplin Extension agents with the help of their County Advisory Board mapped out a 5-year program with income goals for each of the 5 years. It was a part of a Statewide Extension effort in North Carolina to help Tar Heel farmers raise their income to \$1.6 billion by the end of 1966.

Duplin's goal called for, among other things, an increase in swine production. Plans were made for an 8-week (one night per week) Extension school for swine producers.



New income has meant new houses for Duplin families. Above is the former home of Mr. and Mrs. Robert Grady. At right their three sons are shown in the new home Extension helped build as a demonstration house.



Prior to the school, however, Extension agents called a special meeting of leading farmers and agri-businessmen. Present were two agricultural economists who discussed in detail the economics of hog production.

"By the time we conducted the school, we had a united program," Reynolds says. "We had everyone in the county talking about hogs at one time." And they were telling the same story, he might have added.

What has agricultural progress meant for Duplin?

It hasn't meant a continuing place in agriculture for everyone. This is why Duplin leaders are seeking new industry. A balanced county, they say, is neither strictly agricultural nor strictly industrial.

Agricultural progress itself has created some off-farm employment. There are now in the county 20 feed mills, 5 hatcheries, 2 egg markets, and a processing plant that can dress 5,000 broilers per hour.

Animal agriculture has had other benefits, too, the people of Duplin have found. Land with grain bins, broiler houses, and pig parlors is worth more than barren corn fields.

This helps explain why tax valuations have increased from \$18 million in 1946 to \$72 million in 1963. And this explains why Duplin has been able to build its first hospital, consolidate its schools, and renovate and expand its courthouse without going into debt.

Moving into the mainstream of American agriculture has meant changes for Extension agents and programs as well as for farmers.

The new poultry industry in Duplin has meant off-farm employment, new living patterns, and new adjustment problems. Extension home economists met the need by offering wives of industry employees 10 spe-

cially prepared lessons on such subjects as budgeting, consumer education, food, and clothing.

Another example is Duplin's 4-H Club program. It has been taken out of the schools and given back to the people, a move that has worked hand-in-glove with the community development movement.

Enrollment has dropped for the moment. But agents say member quality is up so drastically that there is no doubt about the superiority of community clubs.

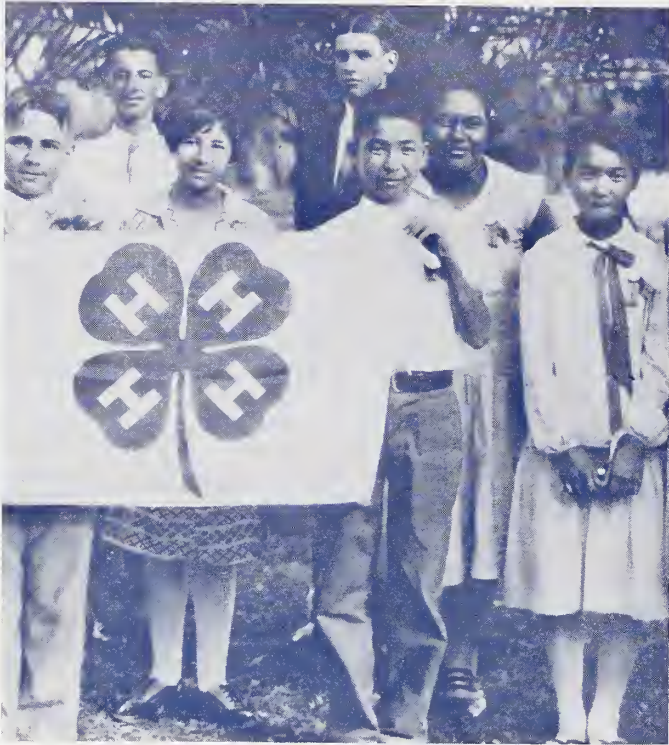
Quality, flexibility, and enthusiasm—these are the current trademarks of Duplin 4-H. Extension agents are seeing their own work multiplied through the efforts of 50 voluntary adult 4-H leaders. The 4-H'ers, too, are stepping forward to offer their assistance; 4-H'ers like 18-year-old Mary Alice Thomas. She has been conducting at least two 4-H meetings a week on record keeping and sewing since she flew back from Chicago last fall, a National winner in the clothing program.

"We often wish we could put some of the leaders on the payroll," one agent commented. The leaders say they are getting their pay, however. It may be intangible, but it is highly gratifying.

Sailing in the mainstream has meant other changes for Extension workers. The jack-of-all-trades agent, like the jack-of-all-trades farmer is giving way to agents specially trained to handle certain phases of the Extension program.

"Regardless of their particular assignment, however, our agents never lose a feeling of responsibility for the total Extension program," Chairman Reynolds said.

It is this feeling of responsibility that has helped Extension put Duplin in the mainstream; it is the attitude that will help keep it there. ■



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(1) Honolulu 4-H Club members, 1928. (2) Montana county agent's office in the twenties. (3) One of the first county agents interviews a farm couple. (4) A 4-H canning club from North Carolina. (5) A 1921 New York county agent demonstrates to farmers treatment of seed oats for smut prevention.



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4.

(1) Present-day county agent helps an Ohio couple go over their farm account books. (2) Home agents can reach more people through radio and television. (3) Mississippi Extension agricultural engineer explains hog production equipment at Swine Producers Conference. (4) Virginia boy wins blue ribbon at his first 4-H fair. (5) Community development brought teamwork such as this recent North Carolina soil testing drive.

3.



5.





1926. Thurston County Community 4-H Club, one of the first in the county, gathers for an achievement meeting.

4-H Idea of the 1920's Shines Again in the 1960's

by OLIVER O. ORR
Thurston County Extension Agent
Olympia, Washington

DURING the fall of 1963, 2,000 club members, leaders, and friends attended community club achievement programs in Thurston County, Washington.

In 1924, County Agent E. B. Stookey wrote in his annual report: "In order to stimulate interest in club work, achievement meetings were held wherever possible and achievement pins publicly presented. Seven such meetings were held with attendance at 323. The club youngsters were on the program in most instances."

In 1925, ten community achievement meetings were held with a total attendance of 585.

These statements came directly from information found in doing research for this article, and both gave rise to examination and comparison with today's picture.

Regardless of all the changes that have taken place since the 1920's, the objectives in 4-H Club work are almost the same today as they were then. One of the most important of these is an opportunity for recognition. It is basic to human nature.

Working on this premise, the Extension staff of Thurston County began asking this question several years ago: "Are we meeting the 'recognition' objective in the 1960's?"

Evidence pointed to the conclusion that we were not. Dropouts were heavy. New clubs were not reenrolling.

Only a small percentage of the youngsters were being recognized before the public or even the parents. In Thurston County, the annual achievement program held



1963. Thurston County's Pigeon Fancy 4-H Club members pose at their first annual club achievement program.

in the fall, gave opportunity for participation and recognition of approximately 10 percent of the 4-H enrollment. The rest of the young people, particularly the 1-, 2-, and 3-year members, received their recognition pins and awards in cars as they traveled home, or later in the kitchen of the leader's home.

The Extension staff, upon filtering out the problems, began to outline objectives that would more clearly meet the needs of the boys, girls, and adults.

These objectives were: (1) Provide equal recognition for all boys and girls. (2) Provide recognition for all leaders and resource people. (3) Provide opportunity for participation by greater numbers of boys and girls, leaders, and resource people. (4) Build club tradition programs to aid in strengthening club tenure. (5) Continue to give opportunity on the county level for recognition in the areas of outstanding member accomplishment, leader recognition, resource recognition, and club sponsorship.

Keeping in mind the long tradition of 4-H in the county that saw the first community club organized in the rural area of Lacey in 1925, the Extension staff began to question some of our methods. We began to think how we could apply our objectives.

We chose the social action process as a method of accomplishing the job. I began to toy with the idea of club achievement programs since witnessing the Rose Valley 4-H Dairy and Sewing Club of Kelso, Washing-

ton, put on its annual club achievement meeting. During 3 years of attending these meetings, I saw club members, their younger brothers and sisters, parents, leaders, resource people, and even many elder citizens of the community gather together for a night of fun, fellowship, and recognition for club work. I saw each member being recognized. "Why shouldn't this same club activity work for all 4-H clubs in Thurston County?" I asked myself.

After exploring the method with a number of key leaders in the county, the idea was presented to the Executive Board of the Thurston County Leaders' Council. A number of them agreed that they would like to try the idea of club achievement programs, but there were still questions. Would such a move eliminate our county achievement program? Why not have them on a district level? A leader was appointed chairman of a committee to further explore the club-level achievement program.

The next step in the social action process was to get approval by a number of the other key leaders and parents throughout the county. Early in the spring of 1963 the Leaders' Council decided not only to have club achievement programs, but to continue the county achievement activities as well. A committee was formed to plan and produce the Fall Achievement Festival.

Extension agents were asked to establish a training program for all county leaders to acquaint them with



Recognition comes in many ways. Above, Carol House receives achievement bars from leader M. E. Petersen, Olympia. Below, Junior Leader Cheryl Travis accepts State 4-H Conference Grant from Capitol Kiwanis Club.



the idea of club achievement programs. A panel of leaders formed for the purpose of presenting various techniques of planning and carrying out club achievement meetings. Leaders gathered into "buzz" groups with a member of the panel to explore and ask questions. Plans for the County Achievement Festival were also fully discussed.

The Leaders' Council Executive Board, through its achievement committee, planned and carried out an excellent County Achievement Festival in October of 1963. Three hundred people were in attendance, including club representatives (generally the president), award winners, leaders, resource people, sponsors, and special guests. The club representatives, award winners, and leaders were seated at tables with sponsors. Each sponsor had the opportunity of visiting with the club members and leaders. During the program, club representatives were challenged to do a good planning job in conducting their own achievement program and to see that all local 4-H members were equally recognized.

Building the achievement program on the community club level is an opportunity to build club tradition. The community-type club was a good idea in the mind of Mr. Stookey in the early 1920's and this type of club has prospered through the history of 4-H, and accounts for 90 percent of today's county enrollment.

Not every community club has been successful, but there are indications they last longer and provide more basic needs and opportunities for boys and girls than pure project groups. We have in Thurston County, 25 community-type clubs that have survived 5 years or more. Only two project clubs have this tenure. The community club (two or more project groups that meet together for community and social activities), also provides a greater opportunity for boys and girls in an area to be in a larger group of friends. They have a better chance for more recognition by participating in a broader program.

Now, what were the results of these community achievement programs and the County Achievement Festival? First of all, the County Festival did an excellent job of building prestige for 4-H Club work. Guests included a State Representative, County School Superintendent, County Commissioner, five bankers, and many other industry representatives. They were enthusiastic. The Olympia Chamber of Commerce also participated and did an excellent job of hosting—including refreshments and a fine master of ceremonies.

But the club achievement program was the real highlight. Club members reporting to the county agent's office presented the following information: "One hundred and seventy-five attended the achievement program of the *Saddle-Ites* 4-H Club (a community club with project groups in horses, dogs, and foods). The program featured awards presentations, introduction of new members, completion pins for active members, leaders' pins, county and State achievement awards, and club awards. A potluck dinner was enjoyed by all."

As the club reporter put it: "The dinner was held in an atmosphere of Thanksgiving, as a means of expressing our thanks for 4-H and to our parents. We had a ceremony pinning 17 new members and this was done



Thurston County Swine Project Club, 1924.

by 'big brothers' and 'big sisters' who were to help them throughout the year."

Special guests at this session included a county agent, the State treasurer, and a sponsor of their summer riding event.

Forty-seven clubs held achievement meetings: average attendance was 35. A number of clubs had an attendance of more than 100, while some had 12 to 15.

Here is another example. The *Pigeon Fancy 4-H Club* held a potluck achievement dinner. Eight active members were surrounded by 70 guests, including parents, resource people, and 15 other boys and girls who were initiated and welcomed as new members of the club. A number of breeds of pigeons were in cages around the hall and gave members pride in showing what they had accomplished during the year. New officers for the coming year were installed, members received their achievement pins, and leaders were recognized. A special guest who had helped the club was given an honorary membership plaque.

In further evaluating club achievement programs, statements by the leaders were of high interest. A leader of a fine community 4-H Club said, "I had the opportunity to talk with parents at our club achievement program that I had never met before. I also met parents who later volunteered to assist the club during the year as project leaders."

Extension personnel are anxious to further evaluate the effect of club-level achievement programs as they relate to club and membership tenure.

County Agent Stookey, in the twenties had the right idea. Community clubs and activities, with more recognition for all, can help meet the needs of youth. ■



Bill Putnam, Pigeon Fancy 4-H Club shows an interested parent his Black King at the club achievement meeting.

a pilot project in extension training and understanding



The Visiting County Agent

by JACK D. GRAY, *Director of International Programs, Texas A&M University*

TEXAS farmers in selected counties, their county agricultural agents, and a number of extension agents from such developing countries as Brazil, India, Pakistan, and Costa Rica, have become involved in a pilot project in extension training and international understanding. This may prove to be one of the most significant developments in the field of international exchange.

This project is being carried out by the Texas Agricultural Extension Service, the USDA, and the Agency for International Development. It is officially called the "Visiting Extension Agent" project. The visiting agent is an AID-sponsored agricultural graduate from a developing country. He is sent to Texas for one year's experience as an Extension agent in a carefully-selected county. Upon arrival in the county, the county government officially appoints the visitor to the position of "Visiting County Agent" and he then works shoulder-to-shoulder with the Texas county agricultural agent in

about the same relationship as that of an exchange professor and his host colleague.

Emphasis is placed upon the visiting Extension agent getting actual county extension experience in as much depth as possible. The supposition is that by working for one year in close contact with an experienced American county agricultural agent, the visitor will not only learn well his host's methods of Extension work but will also absorb some of his basic values and attitudes toward his farmer clientele. It is also expected that he will increase his understanding of the American rural scene in general, and that our farmers will gain some understanding of him, his country, and his culture.

Since the project began in 1958, one visiting Extension agent from Brazil and four from India have completed 1-year assignments in Texas and are now back in their countries serving in agricultural development programs. At the present time, one visiting agent from each country—Pakistan, India, and Costa Rica—is serv-

ing in a Texas county; another has been accepted for early arrival from Chile.

What are the results up to now? The results are good beyond all expectations. Not only have the visiting agents learned Extension well, they have, in general, adopted the host agent's attitudes toward farmers and democratic methods of operation. Furthermore, all have done an excellent job of establishing an understanding of their countries and their customs among our farmers. Some have been outstanding in this aspect.

It is worth mentioning separately that the one aspect of the county agricultural Extension program that has received the most universal attention by the five visiting county agents, so far, is the grassroots institution known in Texas as program building committees. All five visitors gave these democratic action groups special attention and studied them carefully, including the special relationship of the county agent to them.

Agricultural Extension Officer M. C. Channarajars of India, who came to Comanche County in 1961 to work with County Agricultural Agent Angus Dickson, Jr., was an efficient Extension worker and a welcome guest in Texas. Although his story was reported in the April 1962 issue of the *Extension Service Review*, some aspects of his experience would stand repeating here.

Ars learned Extension methods, as practiced in Texas, letter perfect. He performed well in the role of an Extension worker. He was a close and special friend of several farmers in the county. After he left, one Comanche County farmer remarked that although Ars was a good friend, he would like to have him back in the county mainly because he was a good Extension worker.

Ars made friends in Comanche County hand-over-fist. He was so popular there that the people of the county bought him a car to use in his work and then paid his ware's fare from India to Texas.

The people of Comanche County probably know and

understand more about India than the people of any other county in the United States. Ars was equipped with a set of Kodachrome slides depicting India's problems, development programs, agriculture, and certain aspects of its history which he used intensively. Ars said that during his year there, he thinks he gave illustrated lectures in every organized group in the county including all civic clubs, schools, churches, and community improvement clubs. In addition to this, he wrote regularly for the local newspaper and was given very complete coverage by this paper. Ars taught at least as much as he learned, probably much more.

Ars also acquired some new attitudes which, in our opinion, are the most important dividend of his training in the United States. Ars now has a firmer conviction that farmers are able to think for themselves, and that agricultural development by democratic methods is possible. At the time of his departure, he said, "The most important lesson I learned from Angus was one he does not know he taught me; it is how he gets people to do things for themselves. He works with them, but they do the things that are done. I will use this practice with my own farmers in India."

Ars is back in India now with the responsibility for agricultural development in an Indian Governmental unit known as a District, which means that he is responsible for agricultural development work among hundreds of thousands of Indian farmers. The other four visiting Extension agents who are back in their countries have responsibilities at least equal to Ars.

What these men received in the United States was, in reality, a training in the attitudes and skills of democratic development. The final result will only be known after they have worked at their jobs for some years. If the end results are only half what they appear to be now, Extension will truly have developed an international dimension. ■



District Agent R. G. Burwell, (right) discusses the Visiting County Agent program with Ars and Angus Dickson, Jr., Comanche County Agent.



The author (left) discusses reports of local program planning committees with Victor Martin, chairman of the Extension Council.

by GILBERT RHODES, *Director
University Extension Center
Jefferson County, Missouri*

NOW WHAT?

THE Extension organization has every reason to be proud of the accomplishments of the last 50 years. It has made a tremendous contribution to the development of our country and our way of life. This cannot be denied. But as we begin the second 50 the biggest challenge we face is to *not* rest on our laurels.

The big questions of the day are these. Where do we go from here? Can the organization change with the times? Can the educational needs of our people be met? Can we make what may be painful adjustments to new situations?

Missouri is on the road toward meeting this challenge. With the formation of the University Extension Division in 1960, a flexibility was created which allows adjustments to changing local situations.

When the first county agent came to Jefferson County in 1921, dairy farming dominated the local economic picture. Its 27,000 people depended on agriculture.

Today, Jefferson County is caught in the struggle of urbanization. The spillover from nearby St. Louis has put it into the conflicting, turbulent, mobile situation of an urban fringe area.

Jefferson County's 86,000 people represent all avenues of life. Population increased 74 percent between 1950 and 1960. Schools are strained to keep up. Subdivisions are eating up the farms. Local government does not have the tools or experience to handle the problems. Agriculture is still an important source of income but commercial farmers are moving out as land values go up. Inequities in the property tax structure cause resentment. Value conflicts between "new people" and older residents are apparent. Changes in patterns of family life are drastic. Youth are struggling to find a significant place in the community.

Can Extension make a contribution to help these people find solutions to problems that are vital to their welfare? In Jefferson County we think we can.

But adjustments have to be made! The Missouri Extension Division, with the resources of every department of the University available, makes it possible. The short course and the credit course are new tools in the Extension worker's kit. Delegation of authority to the lowest possible level (the county) means that programs are developed to fit the area.

We find that our farmers want more depth in subject matter. Specialized agricultural agents in many areas of the State are better equipped to advise a specialized, fast-moving agriculture. Our farmers are eager to pay a fee for "short courses" to get the fine details.

Farm management is crucial as land values, taxes, and other costs put on the squeeze. Electronic record keeping (also on a fee basis) provides information for decision making. Farmers are interested and involved in the community decision-making processes. Many things they are concerned with are outside the field of technical agriculture.

In the family living area dramatic changes are taking place. The whole pattern of family life is being upset as the values of the urban culture take over. What are the implications of working mothers; husbands commuting to work in the city; and the children, mother, and father all going in different directions in their community or "after hours" activity?

Our farm homemakers are not unaffected as the urban orientation creeps in. We see rising interest in family financial management, child guidance and discipline, family relations, the legal aspects of marriage and divorce, care of home grounds, retirement plan-



Through the Extension Division, resources of all departments in the University are available to all the citizens regardless of their location.

By posting electronically computed DHIA records in his milking parlor, Calvin Lindwedel, Jefferson County dairyman uses them in his daily operation. Here he shows county agent Everett Lane how he uses the electronic records to determine the exact amount of feed fed to each cow in his herd.

ning, and the low socioeconomic status family, and youth problems traceable to the home. We have conducted short courses and leader training programs in some of these areas and are planning for others.

In the youth area we find that many of the traditional 4-H methods, techniques and subject matter do not fit. We have a choice between "force-feeding" the traditional program or developing new programs that do fit the situation.

The latter is the hardest but is the route we propose to take.

An organized youth program needs to supplement the home, church, and school in development of young people. A wide open area is the development of patterns of interpersonal relationships that will serve them in later life. In addition to our traditional 4-H Club program, we have added the Junior Conservation Club program in cooperation with the Missouri Conservation Commission. And we are proposing Extension Youth Clubs in which the young people themselves, with their advisors, determine the direction of their activities.

The project, the activity, the organization, will be put into focus as the means to the end—developing competence in working together with people. We hope to get at the heart of the problems of young people rather than skirt the fringes.

The turbulent community situation of the urban fringe presents a particular challenge for us. Our community development program is helping people delve into such areas as planning and zoning, new incorporations, the property tax structure, sewage disposal, water supplies, and other local governmental problems.

The newly-established county planning commission is the first in the State to have intensive educational

assistance from an outside agency. The citizens' committee of a new public junior college has been advised by University resource people on curriculum, finances, and buildings. An organization of ministers, assisted by Extension, is studying the implications of the changing situation for county churches.

The aim of our community development program is to teach the process by which people go about attacking their community problems. It is more concerned with the "how" rather than the "what," although the subject matter provided by various University departments and other sources is vital.

The keys to this type of Extension enterprise are sound programing, financing, and staffing. These keys are on the same ring and cannot be separated.

Programs must be of vital concern to people. This means they (our people) should be intimately involved in the program planning process and actually develop their own programs. Extension can "plug in" educational resources to help them realize their objectives.

This cannot be done without money and staff. If people are vitally concerned with the program, they will provide the finances. The staff can be hired and trained. The Jefferson County contribution to Extension finances has increased 3½ times in the last 8 years and the State appropriation has doubled in the last 4 years. Additional professional personnel have been added to both State and county staffs and programs have been revitalized or altered to meet changing conditions.

I can truthfully say that all has not been rosy in making these kinds of adjustments but neither were the early days of Extension an easy road. Progress since 1914 has been made by Extension workers with fortitude and vision. So will it be in the future. ■

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